

Station WPGH-TV PITTSBURGH, PA
Advertiser () POLITICAL
Product MARK CRITZ FOR CONGR
Estimate# 2429
Buyer AMY MILLS
Phone#
Fax#

Agency () LUC MEDIA
25 WHITLOCK PLACE SW, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E //2429
Flight Dates 09/24/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

CRITZ FOR CD-12 NEEDS 20 MIN SEP *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LNS 1-10 AND 12-15 FOR RATE CHGS DT LUR.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	09/25-09/25	10P-1030P	10P NEWS Station Remark: V4 PLS CHG RATE TO \$400 DT LUR.	:30	\$695.00	TU	1	1	1	\$695.00
*2	09/28-09/28	10P-1030P	10P NEWS Station Remark: V4 PLS CHG RATE TO \$400 DT LUR.	:30	\$695.00	F	1	1	1	\$695.00
*3	09/24-09/24	6P-630P	BIG BANG THEORY Station Remark: V4 PLS CHG RATE TO \$300 DT LUR.	:30	\$495.00	M	1	1	1	\$495.00
*4	09/26-09/26	6P-630P	BIG BANG THEORY Station Remark: V4 PLS CHG RATE TO \$300 DT LUR.	:30	\$495.00	W	1	1	1	\$495.00
*5	09/25-09/25	630P-7P	TWO & A HALF MEN Station Remark: V4 PLS CHG RATE TO \$300 DT LUR.	:30	\$495.00	TU	1	1	1	\$495.00
*6	09/27-09/27	630P-7P	TWO & A HALF MEN Station Remark: V4 PLS CHG RATE TO \$300 DT LUR.	:30	\$495.00	TH	1	1	1	\$495.00
*7	09/26-09/26	7P-730P	BIG BANG THEORY Station Remark: V4 PLS CHG RATE TO \$475 DT LUR.	:30	\$745.00	W	1	1	1	\$745.00

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*8	09/28-09/28	7P-730P	BIG BANG THEORY Station Remark: V4 PLS CHG RATE TO \$475 DT LUR.	:30	\$745.00	F	1	1	1	\$745.00
*9	09/24-09/24	730P-8P	TWO & A HALF MEN Station Remark: V4 PLS CHG RATE TO \$450 DT LUR.	:30	\$645.00	M	1	1	1	\$645.00
*10	09/27-09/27	730P-8P	TWO & A HALF MEN Station Remark: V4 PLS CHG RATE TO \$450 DT LUR.	:30	\$645.00	TH	1	1	1	\$645.00
11	09/29-09/29	730P-8P	TWO & A HALF MEN	:30	\$295.00	SA	0	0	0	\$0.00
*12	09/24-09/24	1P-2P	DIVORCE COURT Station Remark: V4 PLS CHG RATE TO \$40 DT LUR.	:30	\$70.00	M	1	1	1	\$70.00
*13	09/28-09/28	1P-2P	DIVORCE COURT Station Remark: V4 PLS CHG RATE TO \$40 DT LUR.	:30	\$70.00	F	1	1	1	\$70.00
*14	09/25-09/25	2P-3P	JUDGE JOE BROWN Station Remark: V4 PLS CHG RATE TO \$40 DT LUR.	:30	\$85.00	TU	1	1	1	\$85.00
*15	09/27-09/27	2P-3P	JUDGE JOE BROWN Station Remark: V4 PLS CHG RATE TO \$40 DT LUR.	:30	\$85.00	TH	1	1	1	\$85.00

---REPORT TOTALS---
Report Totals: 14 / \$6,460.00

---SALES MONTHLY TOTALS---

Sep 12: 14 / \$6,460.00

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Sales Totals: 14 / \$6,460.00
Station Totals: 14 / \$6,460.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$107,667	CABL	0%	KDKA	32%	UNKN	0%	WPCW	2%	WPGH	6%
		WPMY	0%	WPXI	35%	WTAE	25%				

---COMPETITIVE COMMENTS---

WPGH = 9195
WTAE = 37675
WPXI = 53785
KDKA = 49270
WPCW = 2240
TTL = 152165

Books null
Demos RA35+